

EXAMINER'S AMENDMENT

1. This action is responsive to the following communication: Examiner Interview on 1/13/2011.

2. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Jie Zhang (Reg. No. 60,242) on 1/13/2011.

The application has been amended as follows:

1. **(Currently Amended)** A method for generating search results for display in response to a search query, comprising:
 - obtaining a user generated product search query for relevant products, together with a first user selection of a selected output format from a plurality of output formats and a second user selection of one or more cues each of which is individually selected by the user from a plurality of cues, the plurality of cues comprising two or more types of media, the first user selection and the second user selection being separate user selections;
 - performing the product search query for relevant products, the performing being done in response to obtaining the product search query, the first user selection, and the second user selection;
 - obtaining search results that reference a set of products determined to be responsive to the product search query, the set of products being associated with the plurality of cues; and

outputting instructions for displaying the one or more selected cues of the set of products on a search result page in an order corresponding to a relevance ranking and in the selected output format according to the first user selection and the second user selection, wherein the plurality of output formats includes a grid view and a list view, wherein the grid view is comprised of a plurality of cells, and each cell displays information corresponding to the one or more selected cues ~~one~~ of one product.

20. (Currently Amended) An apparatus for generating search results for display in response to a search query comprising:

a storage area to store a set of instructions; and

a processor, coupled to the storage area, to execute the instructions which cause the processor to:

obtain a user generated product search query for relevant products, together with a first user selection of a selected output format from a plurality of output formats and a second user selection of one or more cues each of which is individually selected by the user from a plurality of cues, the plurality of cues comprising two or more types of media, the first user selection and the second user selection being separate user selections;

perform the product search query for relevant products, the performing being done in response to obtaining the product search query, the first user selection, and the second user selection;

obtain search results that reference a set of products determined to be responsive to the product search query, the set of products being associated with the plurality of cues; and

output instructions for displaying the one or more selected cues of the set of products on a search result page in an order corresponding to a relevance ranking and in the selected output format according to the first user selection and the second user selection, wherein the plurality of output formats includes a grid view and a list view, wherein the grid view is

comprised of a plurality of cells, and each cell displays information corresponding to the one or more selected cues ~~one~~ of one product.

23. (Currently Amended) A product search engine system comprising:

- means for obtaining a user generated product search query for relevant products, together with a first user selection of a selected output format from a plurality of output formats and a second user selection of one or more cues each of which is individually selected by the user from a plurality of cues, the plurality of cues comprising two or more types of media, the first user selection and the second user selection being separate user selections;
- means for performing the product search query for relevant products, the performing being done in response to obtaining the product search query, the first user selection, and the second user selection;
- means for obtaining search results that reference a set of products determined to be responsive to the product search query, the set of products being associated with the plurality of cues; and
- means for outputting instructions for displaying the one or more selected cues of the set of products on a search result page in an order corresponding to a relevance ranking and in the selected output format according to the first user selection and the second user selection, wherein the plurality of output formats includes a grid view and a list view, wherein the grid view is comprised of a plurality of cells, and each cell displays information corresponding to the one or more selected cues ~~one~~ of one product.

31. (Currently Amended) A computer-readable storage medium comprising executable computer program code for:

- obtaining a user generated product search query for relevant products, together with a first user selection of a selected output format from a plurality of output formats and a second user selection of ~~a selected cue~~ one or more cues each of which is individually selected by the user from a plurality of cues, the

plurality of cues comprising two or more types of media, the first user selection and the second user selection being separate user selections;
performing the product search query for relevant products, the performing being done in response to obtaining the product search query, the first user selection, and the second user selection;
obtaining search results that reference a set of products determined to be responsive to the product search query, the set of products being associated with the plurality of cues; and
outputting instructions for displaying the one or more selected cues ~~selected cue~~ of the set of products on a search result page in an order corresponding to a relevance ranking and in the selected output format according to the first user selection and the second user selection, wherein the plurality of output formats includes a grid view and a list view, wherein the grid view is comprised of a plurality of cells, and each cell displaying information corresponding to the one or more selected cues ~~selected cue~~ of one product.

Allowable Subject Matter

3. Claims 1, 4-9 and 20-33 are allowed.

The following is an examiner's statement of reasons for allowance: Independent claims 1, 20, 23 and 31, when considered as a whole, are allowable over the prior art of record. Specifically, the prior art of teaches the limitation: "providing a user with an interface that allows for a search query into an online auction site wherein the return results can be displayed in a text mode or a photo mode based upon the user selecting a corresponding button correlating with each mode". But the claims recite a different

combination of limitation: *"obtaining a user generated product search query for relevant products, together with a first user selection of a selected output format from a plurality of output formats and a second user selection of one or more cues each of which is individually selected by the user from a plurality of cues, the plurality of cues comprising two or more types of media, the first user selection and the second user selection being separate user selections; outputting instructions for displaying the one or more selected cues of the set of products on a search result page in an order corresponding to a relevance ranking and in the selected output format according to the first user selection and the second user selection, wherein the plurality of output formats includes a grid view and a list view, wherein the grid view is comprised of a plurality of cells, and each cell displays information corresponding to the one or more selected cues of one product"*, herein referred to as "Limitation A" that is not suggested or shown by Hess.

The prior art of Sciammarella teaches another combination, "the presentation of search results ordered by relevance", but does not suggest Limitation A.

The prior art of Finseth teaches another combination, "providing to a user of an interface the selection of a variety of user-friendly formats that display results from a search engine", but does not suggest Limitation A.

Further the combination of Hess, Sciammarella and Finseth teaches the limitation: "a user interface for displaying search results ordered by relevance in different layout formats", but the claims recite a different combination of Limitation A, that is not suggested or shown by the combination of Hess, Sciammarella and Finseth.

The dependent claims further add limitations to the allowable subject matter of the corresponding independent claims; thus are also allowable. Therefore the claims are allowed over the art because the claims differ in scope that is not seen or suggested by the prior art.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Inquires

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Nicholas Augustine whose telephone number is 571-270-1056 and fax is 571-270-2056. The examiner can normally be reached on Monday - Friday: 9:30am- 5:00pm Eastern.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Weilun Lo can be reached on 571-272-4847. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Nicholas Augustine/
Examiner
Art Unit 2179
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